



**TEXAS ALCOHOLIC BEVERAGE COMMISSION  
CERTIFICATE OF APPROVAL OF LABELS FOR DISTILLED SPIRITS**

**Date: June 25, 2015**

**Label Certificate Number: 912098**

**Pursuant to the application of : PROXIMO SPIRITS INC.**

**Holder of permit/license number : S680361**

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**Brand : 1800 ESSENTIAL ARTIST SILVER KEITH HARING  
Class : TEQUILA FB  
Size(s) : 25ML-1.75L  
Container Type : BOTTLE  
Container Material : GLASS  
Stated Alc. Content : 40% ALC/VOL  
Tested Alc. Content : N/A% ALC/VOL  
TTB Number : 14321001000183**

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**are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA(s) to be obtained, new Texas label approval will also be required.**

**This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the labels herein approved, or the contents of such container, to conform to the statements and representations made on such labels.**

**APPROVAL OF THIS LABEL DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODES AND RULES.**

**Label Approval Section**

**Tax Division**

**[Label.Approval@tabc.state.tx.us](mailto:Label.Approval@tabc.state.tx.us)**

**c/o PROXIMO SPIRITS INC.  
333 WASHINGTON ST  
JERSEY CITY, NJ 07302**



## TEXAS ALCOHOLIC BEVERAGE COMMISSION

**essential**  
**1800**  
LIMITED EDITION



ARTIST 0041/1800  
**KEITH HARING**  
NEW YORK, NY

Born in Pennsylvania in 1958, Keith Haring moved to New York City at the age of 19 to pursue his dream of becoming an artist. He discovered the thriving alternative art world of the downtown streets, subways and nightclubs. Haring soon became one of the best-known artists responding to the urban culture of the 1980s. Drawing in white chalk on the black paper then used to cover expired advertising panels in the subway stations, Haring developed a vocabulary of images that would become his signature: the radiant baby, the barking dog and the running figure. He utilized a variety of media to communicate essential themes such as birth, death, love and war.

Since his death from AIDS-related complications in 1990, Keith Haring has been the subject of several international retrospectives, and his work is held in major private and public collections.

*Keith Haring*

**SILVER**  
Tequila

100% DE AGAVE

40% ALC BY VOL

HECHO EN MEXICO

NET CONT 750ML



**essential**  
**1800**  
LIMITED EDITION



Made from 100% Blue Agave, double distilled for incredible smoothness, this Silver Tequila represents a modern blend of artistry and quality.

This limited edition series celebrates the artwork of Keith Haring with 6 of his most renowned artworks to decorate our iconic 1800® Tequila bottle.

100% DE AGAVE  
**Silver Tequila**

[WWW.1800TEQUILA.COM](http://WWW.1800TEQUILA.COM)

© KEITH HARING FOUNDATION, LICENSED BY ARTESTAR, NEW YORK.  
**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

BOTTLED AT ORIGIN, IMPORTED BY PROXIMO SPIRITS, JERSEY CITY, NJ.  
PRODUCT OF MEXICO - UNDER LICENSE FROM THE TRADEMARK OWNER.  
EX HACERDA LOS CAMEONES, RESERVA NO. 100, LA LATA, TAPOLANEA, JALISCO, C.P. 45400, MEXICO

100% 1122 CRY



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200404

*Keith Haring*